

CLAIMS

What is claimed is:

5 *Sub a* 1. A method for displaying viewer reactions to a display object, the method comprising the steps of:

10 a) dividing the display object into a plurality of spatial regions;
b) collecting viewer reactions to an exposure to the display object;
c) correlating the viewer reactions with the spatial regions; and
d) displaying the display object with an aspect of a display of each spatial region being a function of the viewer reactions for the region.

15 2. The method of claim 1 wherein the dividing step comprises dividing the display object into a matrix, with each spatial region being a cell of the matrix.

3. The method of claim 1 wherein the collecting step comprises exposing a viewer to the display object for a duration between $\frac{1}{4}$ and 4 second.

20 4. The method of claim 1 wherein the collecting step comprises exposing a plurality of viewers to the display object.

5. The method of claim 1 wherein the collecting step comprises exposing a viewer to a plurality of exposures to the display object.

25 6. The method of claim 1 wherein the displaying step comprises displaying the display object with transparency of a display of each spatial region being a function of the viewer reactions for the region.

7. The method of claim 1 wherein the displaying step comprises displaying the display object with color tingeing of a display of each spatial region being a function of the viewer reactions for the region.

5 8. The method of claim 1 wherein the displaying step comprises displaying a static image.

9. The method of claim 1 wherein the displaying step comprises displaying images as a motion picture.

10 10. The method of claim 1 wherein the displaying step comprises displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.

11. An apparatus for displaying viewer reactions to a display object, said apparatus comprising:
means for dividing the display object into a plurality of spatial regions;
means for correlating viewer reactions to an exposure to the display object with said spatial regions; and
means for displaying the display object with an aspect of a display of each of said spatial regions being a function of the viewer reactions for said region.

12. The apparatus of claim 11 wherein said dividing means comprises means for dividing the display object into a matrix, with each of said spatial regions being a cell of said matrix.

13. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions to exposures to the display object for a duration between $\frac{1}{4}$ and 4 second.

14. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of viewers to the display object.

15. The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of exposures to the display object.

16. The apparatus of claim 11 wherein said display means comprises means for displaying the display object with transparency of a display of each of said spatial regions being a function of the viewer reactions for said region.

17. The apparatus of claim 11 wherein said display means comprises means for displaying the display object with color tingeing of a display of each of said spatial regions being a function of the viewer reactions for said region.

18. The apparatus of claim 11 wherein said display means comprises means for displaying a static image.

19. The apparatus of claim 11 wherein said display means comprises means for displaying images as a motion picture.

20. The apparatus of claim 11 wherein said display means comprises means for displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.